

August 9, 2005

TO: Members of the 2005 Census Survey Oversight Subcommittee of the MAG Management Committee

FROM: George Pettit, Gilbert, Chair

SUBJECT: MEETING NOTIFICATION AND TRANSMITTAL OF TENTATIVE AGENDA

Tuesday, August 16, 2005 - 10:30 a.m.
MAG Office, Suite 200, Saguaro Room
302 North 1st Avenue, Phoenix

The next MAG 2005 Census Survey Oversight Subcommittee (CSOS) will be held at the time and place noted above. Members of the Census Survey Oversight Subcommittee may attend the meeting in person, by videoconference or by telephone conference call. Those attending by telephone conference call are requested to call 602-261-7510 between 10:25 a.m. and 10:30 a.m. After the prompt, please enter the meeting ID number 767822 (POPTAC) on your telephone key pad followed by the pound key. If you have a problem or require assistance, dial 0 after calling the number above. Those attending by videoconference are requested to contact Heidi Pahl by Friday August 12, 2005.

If you are driving, please park in the garage under the Compass Bank Building. Bring your ticket to the meeting and parking will be validated. For those using transit, the RPTA will provide transit tickets for your trip. For those using bicycles, please lock your bicycle in the bike rack in the garage.

Please be advised that under procedures approved by the MAG Regional Council on June 26, 1996, all MAG committees need to have a quorum in order to conduct business. A quorum is a simple majority of the membership, or 14 people for the Census Survey Oversight Subcommittee. **If you are unable to attend the meeting, please make arrangements for a proxy from your jurisdiction to represent you.**

If you have any questions, or need additional information, please contact Heidi Pahl at (602) 254-6300.

TENTATIVE AGENDA

COMMITTEE ACTION REQUESTED

1. Call to Order

COMMITTEE ACTION REQUESTED

2. Call to the Audience

An opportunity will be provided to members of the public to address the MAG Census Survey Oversight Subcommittee (CSOS) on items not scheduled on the agenda that fall under the jurisdiction of MAG, or on items on the agenda for discussion but not for action. Members of the public will be requested not to exceed a three minute time period for their comments. A total of 15 minutes will be provided for the Call to the Audience agenda item, unless the Chair of the CSOS requests an exception to this limit. Please note that those wishing to comment on action agenda items will be given an opportunity at the time the item is heard.

3. Approval of July 19, 2005 Meeting Minutes

4. Subcommittees

The City of Phoenix has formed five subcommittees to target publicity of the census to specific audiences. The five subcommittees are: Media, Business, Minority Outreach, Neighborhoods/Schools, and Communities of Faith. An update on the efforts of these subcommittees will be provided. Some of the Public Service Announcements will be shown.

5. Census Outreach

MAG has formed a Census Survey Outreach Group to complement the Phoenix subcommittees in publicizing the census effort. The purpose of the Census Survey Outreach Group is to facilitate the publicity and promotion of the census in order to ensure a successful count both regionally and in individual communities. Members are the Public Information Officer (PIO) or a representative who serves as the PIO from

2. Information.

3. Review and approve July 19, 2005 meeting minutes.

4. Information and discussion.

5. Information, discussion and possible action.

each member agency participating in the survey. An update will be provided on the launch event, media coverage, 2005 Web site changes and member agency outreach activities.

The City of Phoenix Media Subcommittee has developed many components of a regionwide media campaign. The outreach from the media buys, public service announcements and regional outreach materials will benefit every community in the region. The regional share of the outreach costs will be discussed.

6. Group Quarters and Outdoor Locations

A letter to representatives of group quarters requesting their cooperation during the enumeration has been prepared. See Attachment One. The full count of population living in group quarters is scheduled to take place September 15-30, 2005. Currently, Census Bureau personnel are contacting all group quarters to confirm their contact information and provide an explanation of the 2005 Census Survey.

The count of population residing in outdoor locations is scheduled to take place on September 8, 2005. A list of gatekeepers needs to be assembled to assist with access to the outdoor locations and cooperation from those being counted. Census Bureau personnel have made advance visits to all outdoor location sites to gather information. A status report will be provided.

7. Technical Update

In preparation for the 2005 Census Survey, a number of technical tasks need to be completed by MAG and the member agencies. An update will be provided on access-restricted communities, annexations, accounting for new construction, recruitment and receiving response rates by census tract.

6. Information and discussion.

7. Information and discussion.

8. Timeline and Budget

A working timeline of census tasks that require CSOS attention has been updated. See Attachment Two. Payment for the first installment of the member agency share of the costs for the 2005 Census Survey was due July 29, 2005. An update on the budget for the 2005 Census Survey will be provided.

9. Meeting Schedule

CSOS meetings are held every month. The next meeting of the CSOS is scheduled for 10:30 a.m. on Tuesday September 20, 2005 in the MAG Saguaro room. The remainder of meetings for 2005 are as follows:

October 18, 2005
November 15, 2005
December 20, 2005

8. For information and discussion.

9. Information.